



October 30, 1995

G. H. MOULTON  
Chain Accounts Manager

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To: New York Metro ROU  
(For Division ~~1223~~)  
1223

Subject: *Cheap Johns - Value Pride*  
(ID #1462 00 00)

Value Pride sales have been flat, and part of the reason is that several of the stores do not have separate floor base displays. If a store does not have a separate floor base display, please have a representative install a modular floor display or Dimension 4, whichever is immediately available.

In order to assist you, I will be providing you with \$1.00 Off A Carton coupons to initiate extra sales.

Thank you for your assistance.

Sincerely,

George H. Moulton

GHM/pk

a:\valpr10.95

Sales		Retail	
1221	_____	1222	_____
1222	_____	1223	20, 21, 22, 23, 24, 25, 27
1223	2, 3, 4, 6, 7, 8, 9	1226	_____
1224	_____	1229	_____
1225	_____	ROM	_____
1226	_____	PC	SC
1229	_____	MC	PA
1240	_____		
1244	_____	RSM	RBM

51853 3121

"We work for smokers."